

**In the Specification**

Please amend the specification, page 1, line 1, by adding the following section:

**--Related Application**

This application is a continuation of and claims priority under 35 U.S.C. § 120 to pending U.S. Patent Application No. 09/650,039, filed on August 29, 2000 and entitled “Competitive Rewards Benchmarking System and Method,” which is hereby fully incorporated herein by reference.--

**In the Title**

Please replace the title of the above-referenced patent application with the following replacement title:

--System and Method for Collecting and Analyzing Competitive Rewards Data--